

ORDER



Orders
Order / Rev: 717209
Alt Order #: 06341546
Product Desc: FLAKE FOR SENATE
Estimate: C23C29
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Flake/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	77	\$52,300.00	\$44,455.00
10/29/12	11/04/12	16	\$10,000.00	\$8,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	77	\$52,300.00	\$44,455.00	314.80
November 2012	16	\$10,000.00	\$8,500.00	56.70
Totals	93	\$62,300.00	\$52,955.00	371.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/26/12	10/26/12	1-2p Arizona Middy Arizona Middy	CM	1-2p	----F--	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$75.00		1.80			
2	KPNX	10/26/12	10/26/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----F--	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,300.00		9.30			
3	KPNX	10/26/12	10/26/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$650.00		4.30			
4	KPNX	10/26/12	10/26/12	M-F 11a-12p Today Show III	CM	11a-12p	----F--	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$175.00		1.90			
5	KPNX	10/26/12	10/26/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C23C29

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	10/26/12	10/26/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$175.00		2.50						
6	KPNX	10/26/12	10/26/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$225.00		2.50						
7	KPNX	10/26/12	10/26/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$350.00		2.10						
8	KPNX	10/26/12	10/26/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$300.00		1.70						
9	KPNX	10/26/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
12 NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$450.00		2.70						
10	KPNX	10/26/12	10/26/12	NBC Nightly News NBC Nightly News	CM	Various	----F--	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,000.00		4.60						
11	KPNX	10/26/12	10/26/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$600.00		3.70						
12	KPNX	10/26/12	10/26/12	M-F 630-7p Extra	CM	630-7p	----F--	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$700.00		3.50						
13	KPNX	10/26/12	10/26/12	Fri Prime A Whitney/ Community	CM	658-8p	----F--	:30	1	\$1,200.00	P-3	9.20	NM	1	\$1,200.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,200.00		9.20						
14	KPNX	10/26/12	10/26/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	3		\$500.00		1.80						
15	KPNX	10/26/12	10/26/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	12.70	NM	1	\$2,500.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,500.00		12.70						
16	KPNX	10/29/12	10/29/12	1-2p Arizona MIDDAY Arizona MIDDAY	CM	1-2p	M-----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$75.00		1.80						
17	KPNX	10/29/12	10/29/12		CM	10-1035p	M-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				12 News 10pm M-SU											
				12 News 10 pm M-Su											
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,300.00		9.30						
18	KPNX	10/29/12	10/29/12	Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$650.00		4.30						
19	KPNX	10/29/12	10/29/12	M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
				Today Show III											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$175.00		1.90						
20	KPNX	10/29/12	10/29/12	M-F 1230-1p	CM	1230-1p	M-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				Millionaire (R)											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$175.00		2.50						
21	KPNX	10/29/12	10/29/12	M-F 12-1230p	CM	12-1230p	M-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				12 News at Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$225.00		2.50						
22	KPNX	10/29/12	10/29/12	M-F 3-4p	CM	3-4p	M-----	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$350.00		2.10						
23	KPNX	10/29/12	10/29/12	M-F 4-5p	CM	4-5p	M-----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 News EVB											
				12 NEWS VALLEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		1.70						
24	KPNX	10/29/12	10/29/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				M-F 5-530p											
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$450.00		2.70						
25	KPNX	10/29/12	10/29/12	NBC Nightly News	CM	Various	M-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NBC Nightly News											
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		4.60						
26	KPNX	10/29/12	10/29/12	M-F 6-630p	CM	6-630p	M-----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 News 6pm											
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		3.70						
27	KPNX	10/29/12	10/29/12	M-F 630-7p	CM	630-7p	M-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				Extra											
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$700.00		3.50						
28	KPNX	10/29/12	10/29/12	M-F Today Show 7-9a	CM	7-9a	M-----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
				NBC Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	3		\$500.00		1.80						
29	KPNX	10/29/12	10/29/12		CM	9-10p	M-----	:30	1	\$2,500.00	P-2	10.70	NM	1	\$2,500.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime C Revolution											
				REVOLUTION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00		10.70						
30	KPNX	10/27/12	10/27/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,300.00		9.30						
31	KPNX	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$1,300.00	P-3	7.20	NM	1	\$1,300.00
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,300.00		7.20						
32	KPNX	10/27/12	10/27/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-3	1.70	NM	1	\$350.00
				CHRIS MATTHEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		1.70						
33	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$400.00	P-2	4.30	NM	1	\$400.00
				12 NEWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$400.00		4.30						
34	KPNX	10/27/12	10/27/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	1.50	NM	1	\$250.00
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		1.50						
35	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$250.00	P-2	2.90	NM	1	\$250.00
				12 NEWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		2.90						
36	KPNX	10/28/12	10/28/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,300.00		9.30						
37	KPNX	10/28/12	10/28/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$350.00	P-3	8.80	NM	1	\$350.00
				SPORTS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$350.00		8.80						
38	KPNX	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$250.00	P-2	1.40	NM	1	\$250.00
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$250.00		1.40						
39	KPNX	10/28/12	10/28/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$250.00	P-2	5.00	NM	1	\$250.00
				12 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$250.00		5.00						
40	KPNX	10/25/12	10/25/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	---T---	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
				AZ MIDDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$75.00		1.80						
41	KPNX	10/25/12	10/25/12		CM	10-1035p	---T---	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00

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 Estimate: C23C29

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				12 News 10pm M-SU											
				12 News 10 pm M-Su											
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,300.00		9.30						
42	KPNX	10/25/12	10/25/12	Tonight Show	CM	1035-1135p	---T---	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$650.00		4.30						
43	KPNX	10/25/12	10/25/12	M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
				Today Show III											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$175.00		1.90						
44	KPNX	10/25/12	10/25/12	M-F 1230-1p	CM	1230-1p	---T---	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				Millionaire (R)											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$175.00		2.50						
45	KPNX	10/25/12	10/25/12	M-F 12-1230p	CM	12-1230p	---T---	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				12 News at Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$225.00		2.50						
46	KPNX	10/25/12	10/25/12	M-F 3-4p	CM	3-4p	---T---	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$350.00		2.10						
47	KPNX	10/25/12	10/25/12	M-F 4-5p	CM	4-5p	---T---	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 News EVB											
				12 NEWS VALLEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$300.00		1.70						
48	KPNX	10/25/12	10/25/12	M-F 5-530p	CM	5-530p	---T---	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				M-F 5-530p											
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$450.00		2.70						
49	KPNX	10/25/12	10/25/12	NBC Nightly News	CM	Various	---T---	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NBC Nightly News											
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,000.00		4.60						
50	KPNX	10/25/12	10/25/12	M-F 6-630p	CM	6-630p	---T---	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 News 6pm											
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$600.00		3.70						
51	KPNX	10/25/12	10/25/12	M-F 630-7p	CM	630-7p	---T---	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				Extra											
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$700.00		3.50						
52	KPNX	10/25/12	10/25/12	Thu Prime A	CM	7-8p	---T---	:30	1	\$1,600.00	P-2	7.30	NM	1	\$1,600.00
				30 Rock/Up All Night											
				30 ROCK/UP NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,600.00		7.30						
53	KPNX	10/25/12	10/25/12		CM	7-9a	---T---	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00

Order / Rev: 717209
 Alt Order #: 06341546
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C23C29

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show 7-9a NBC Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	3		\$500.00		1.80						
54	KPNX	10/25/12	10/25/12	Thu Prime C Rock Center with Bri	CM	9-10p	---T---	:30	1	\$3,000.00	P-2	10.50	NM	1	\$3,000.00
				ROCK CENTER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$3,000.00		10.50						
55	KPNX	10/23/12	10/23/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	-T-----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
				AZ MIDDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$75.00		1.80						
56	KPNX	10/23/12	10/23/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,300.00		9.30						
57	KPNX	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1035-1135p	-T-----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$650.00		4.30						
58	KPNX	10/23/12	10/23/12	M-F 11a-12p Today Show III	CM	11a-12p	-T-----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$175.00		1.90						
59	KPNX	10/23/12	10/23/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$175.00		2.50						
60	KPNX	10/23/12	10/23/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-T-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$225.00		2.50						
61	KPNX	10/23/12	10/23/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$350.00		2.10						
62	KPNX	10/23/12	10/23/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 NEWS VALLEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$300.00		1.70						
63	KPNX	10/23/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		2.70						
64	KPNX	10/23/12	10/23/12	NBC Nightly News NBC Nightly News	CM	Various	-T-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		4.60						
65	KPNX	10/23/12	10/23/12		CM	6-630p	-T-----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00

Order / Rev: 717209
 Alt Order #: 06341546
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C23C29
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630p 12 News 6pm 12 NEWS @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$600.00 3.70															
66	KPNX	10/23/12	10/23/12	M-F 630-7p Extra	CM	630-7p	-T-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$700.00 3.50															
67	KPNX	10/23/12	10/23/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 3 \$500.00 1.80															
68	KPNX	10/23/12	10/23/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$2,500.00	P-2	19.40	NM	1	\$2,500.00
PARENTHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$2,500.00 19.40															
69	KPNX	10/24/12	10/24/12	1-2p Arizona Middy Arizona Middy	CM	1-2p	--W----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$75.00 1.80															
70	KPNX	10/24/12	10/24/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$1,300.00 9.30															
71	KPNX	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1035-1135p	--W----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$650.00 4.30															
72	KPNX	10/24/12	10/24/12	M-F 11a-12p Today Show III	CM	11a-12p	--W----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$175.00 1.90															
73	KPNX	10/24/12	10/24/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--W----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$175.00 2.50															
74	KPNX	10/24/12	10/24/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--W----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$225.00 2.50															
75	KPNX	10/24/12	10/24/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$350.00 2.10															
76	KPNX	10/24/12	10/24/12	M-F 4-5p 12 News EVB	CM	4-5p	--W----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$300.00 1.70															
77	KPNX	10/24/12	10/24/12		CM	5-530p	--W----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00

Order / Rev: 717209
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Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C23C29

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p											
				M-F 5-530p											
12 NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$450.00		2.70						
78	KPNX	10/24/12	10/24/12	NBC Nightly News	CM	Various	--W----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NBC Nightly News											
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		4.60						
79	KPNX	10/24/12	10/24/12	M-F 6-630p	CM	6-630p	--W----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 News 6pm											
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$600.00		3.70						
80	KPNX	10/24/12	10/24/12	M-F 630-7p	CM	630-7p	--W----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				Extra											
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$700.00		3.50						
81	KPNX	10/24/12	10/24/12	M-F Today Show 7-9a	CM	7-9a	--W----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
				NBC Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	3		\$500.00		1.80						
82	KPNX	10/24/12	10/24/12	Wed Prime B	CM	8-9p	--W----	:30	1	\$2,500.00	P-3	11.20	NM	1	\$2,500.00
				Law & Order: SVU											
L&O SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,500.00		11.20						
83	KPNX	10/24/12	10/24/12	Wed Prime C	CM	9-10p	--W----	:30	1	\$3,000.00	P-2	9.10	NM	1	\$3,000.00
				Chicago Fire											
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$3,000.00		9.10						

*Tax 1 Note: Tax 0.5%.